

2020 Census Program Management Review

2016 Testing Activities

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V1.0 Final

Census Tests in Fiscal Year 2016

- 2016 Census Test
- Address Canvassing Test

2016 Census Test

- April 1, 2016 Census Day
- A site test in Los Angeles County, CA and Harris County, TX
 - Urban locations
 - Language diversity
 - Demographic diversity
 - High vacancy rates
 - Varying levels of Internet usage
 - Multiple locations across different time zones
 - Approximately 225,000 housing units in each test area

2016 Census Test (continued)

- Self-Response Objectives
 - Provide language support to Limited English Proficient populations
 - Partnerships
 - Bilingual questionnaires (via the Internet and by telephone through the Census Questionnaire Assistance operation)
 - Reach demographically diverse populations
 - Use of text messaging
 - Refinement of Real-Time Non-ID Processing methods, including respondent validation
 - Test of cloud-based infrastructure for self-response and Non-ID Processing

2016 Census Test (continued)

- Nonresponse Followup Objectives
 - Refinement of the reengineered field operations for Nonresponse Followup (NRFU)
 - Refinement of the field management staffing structure
 - Enhancements to the Operational Control System and COMPASS
 - Refinement of the path in COMPASS to conduct proxy interviews
 - Multi-unit accessibility and contact procedures
- Reengineered Quality Control Objectives
 - Use of paradata and GPS points collected during interview
 - Reinterview functionality

Address Canvassing Test

- Fall 2016
- Address Canvassing Objectives
 - Implementation of in-office and in-field address canvassing
 - Use of Listing and Mapping Instrument (LiMA)
 - Test of the Basic Collection Unit instead of traditional collection geography
 - Updates to the MAF/TIGER System
- Nationwide in-field address canvassing with additional focus to support 2017 Census Test
- An urban area
 - Participant in the GSS-Initiative
 - Includes representation of Limited English Proficient populations
 - Connectivity
- Two American Indian Reservations
- Puerto Rico

2016 Census Tests Operations and Systems

OPERATIONS

- Address Canvassing
 - Address listing
- Optimizing Self-Response
 - Internet Response
 - Telephone Response
 - Paper Response
 - Non-ID Processing
- Utilizing Administrative Records
 - Identification of vacant and occupied units
 - Removal from the NRFU workload
- Reengineering Field Operations
 - Workload Control
 - Enumeration
 - Quality Control

SYSTEMS

- Address Canvassing
 - Corporate Listing and Mapping System (CLMS)/Listing and Mapping Instrument (LiMA)
- Optimizing Self-Response
 - PRIMUS – prototype
 - Census Call Centers
 - iCADE (Integrated Capture and Data Entry)
 - Real-time processing using cloud infrastructure
- Utilizing Administrative Records
 - HQ servers
 - CARDS (Control and Response Processing Data System)
- Reengineering Field Operations
 - MOJO prototype begins interfacing with MOCS (Multi-mode Operational Control System)
 - COMPASS – English/Spanish/Chinese/Korean

Questions

- Send questions to the email address below:

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